MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BKC2044 – KNOWLEDGE COMMERCE

(All sections/Groups)

9 FEBRUARY 2023
9.00 a.m – 11:00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)

QUESTION 1

(a) The term digital economy refers to the convergence of computing and communication technologies through the Internet and the resulting flow of information and technology that is spurring e-commerce and vast organizational changes. List and describe **TWELE (12)** digital economy key characteristics.

(12 marks)

(b) Recently, Bubble Ptd Ltd has expanded their global e-commerce operations. Some of the measures implemented by the organisation include rewarding customer experience, providing a friendly e-store, improving the logistical experience, and reinventing social media outreach. On the other hand, Bubble Ptd Ltd, is unable to build customer loyalty, and the management team believes this is due to market competition. Do you agree with the statement? To what extend do you agree with the statement made by the management team? (13 marks)

(Total: 25 marks)

QUESTION 2

(a) In Malaysia, a number of well-known merchants, like Watsons, Tesco, and Sephora, have made the usage of e-commerce into a profitable strategy for reaching all markets. Why do these retailers decide to sell their goods online? Explain in detail five (5) reasons to support your response. (10 marks)

(b) Jeffrey is the manager of IronSteel Machineries Ptd Ltd. He proposed to the directors of the company to allow the company to host machinery auction on their private online marketplace. As one of the directors of the company, how do you evaluate the function and implementation of auctioning in selling on e-commerce platforms? Give **FIVE (5)** points with a detailed explanation. (15 marks)

(Total: 25 marks)

Continued ...

QUESTION 3

(a) Healthcare, retail, marketing and advertising, finance, construction, real estate, and education are some of the industries that have benefited from cloud computing. What do you think are the reasons for organizations in these industries to adopt this revolutionary technology? State **FIVE (5)** points with detailed explanation.

(15 marks)

(b) Social commerce uses potent technologies and harness social media to organize the business strategies. What do you forecast the future of social commerce to be like? Provide **FIVE (5)** points with detailed explanation. (10 marks)

(Total: 25 marks)

QUESTION 4

(a) Gina recently started her home-based craft business and reviewing on developing her business with mobile commerce. She believes that using M-commerce to its fullest potential will help her SME business to grow. Analyse the potentials of M-commerce applications that will help Gina in developing her business. State **FIVE (5)** potentials with detailed explanation. (15 marks)

(b) Blutin Sdn Bhd is trying to find qualified and flexible employees for a short period of time. Hence, the company opted for crowdsourcing, a process of new web-based businesses organize labour by outsourcing tasks primarily performed by contractors or employees. With the implementation of crowdsourcing, how can Blutin Sdn Bhd make the most out of it? Specify **FIVE (5)** points with detailed explanation.

(10 marks)

(Total: 25 marks)

End of Paper